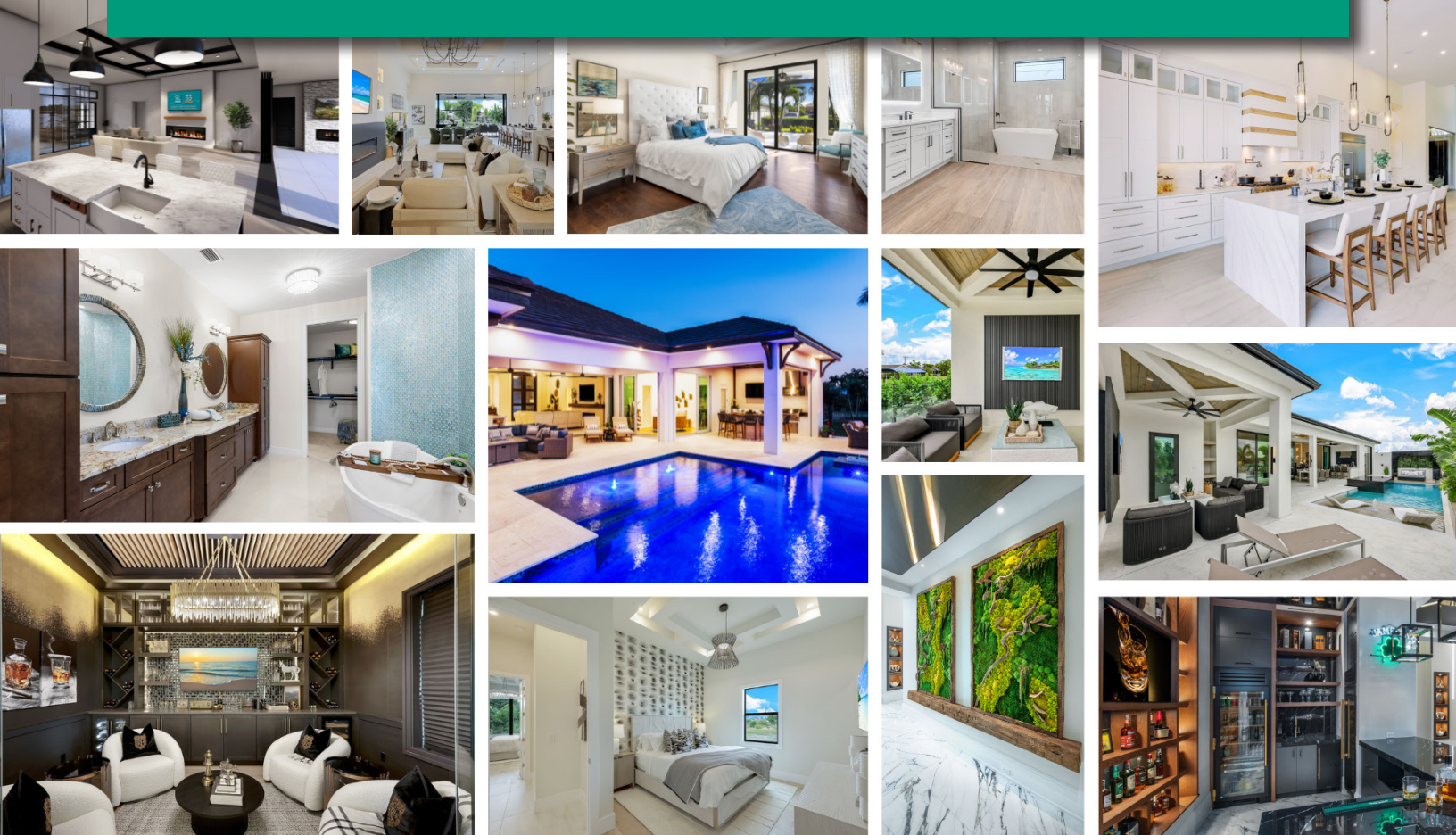




2025 BUILDERS' SHOWCASE OF HOMES



SPONSORSHIP & MODEL HOME ENTRY

EARLY REGISTRATION ENDS SEPTEMBER 1ST

Register early and pay a 50% deposit. The remaining balance is due on Nov 1st.
(For registrations after Sept 1st the full amount is required.)

PRESENTED BY

incrediblebankSM

CCCIA | 4720 SE 15TH AVE, SUITE 120 | CAPE CORAL, FL 33904 | 239.772.0027
WWW.BUILDERSSHOWCASEOFHOMES.COM



MODEL HOME TOUR

JANUARY 17-19 • JANUARY 24-26 • JAN 31 – FEBRUARY 2

ABOUT THE BUILDERS' SHOWCASE OF HOMES

Since 1995 this longstanding event has been hosted by the Cape Coral Construction Industry Association. Professionally designed model and custom homes are showcased during three weekends in January and February. Enjoy viewing luxury show homes to attainably priced homes, from innovative to elegant, all located throughout the City of Cape Coral. Attendees recognize the Showcase as “the source” of inspiration for the latest in home building and design trends.

**Over 400 Homes
Featured on Tour since 1995**

IMPORTANT DATES

SEPTEMBER 1ST, 2024

EARLY REGISTRATION DEADLINE

- Register early and pay a 50% deposit. The remaining balance is due by November 1st.

NOVEMBER 1ST, 2024

REGISTRATION DEADLINE

- Payment must be received in full

DECEMBER 1ST, 2024

MAGAZINE ARTWORK DEADLINE

- Our team will create the ads and send you a proof, or provide to us camera ready artwork

JANUARY 10TH, 2025

MAGAZINE DISTRIBUTION

- Builders' Showcase of Homes magazines will be distributed to model homes, sponsors, and media partners



JANUARY 10-11TH, 2025

DAY OF JUDGING

- Model Homes will be judged this year on the following criteria:

- BEST EXTERIOR DESIGN
- BEST LANDSCAPE DESIGN
- BEST POOL DESIGN
- BEST OUTDOOR LIVING
- BEST KITCHEN
- BEST BATH
- BEST INTERIOR DESIGN
- BEST LIVABILITY
- BEST OVERALL (EACH CATEGORY, POOL DESIGN, LANDSCAPE DESIGN, INTERIOR DESIGN AND HOME TECHNOLOGY)



JANUARY 16TH, 2025

AWARDS DINNER

- Reservations are required by January 6th, 2025
- Networking, Presentation & Awards: 5:30PM – 8:30PM

JANUARY 17-19 | JANUARY 24-26 | JAN 31 – FEBRUARY 2

IN PERSON TOURS

- Friday and Saturday Hours: 10:00 AM to 5:00 PM
- Sunday: Noon to 5:00 PM
- Builder or builder representative must be present and home must be open during tours





Kogler
HOMES Inc.
Where Superb is Standard.

AUDIENCE REACH

SEEN 3.8 MILLION TIMES DURING 2024 ADVERTISING CAMPAIGN

- 1.6 MILLION IN 2023
- 1.5 MILLION IN 2022



PRINT REACH

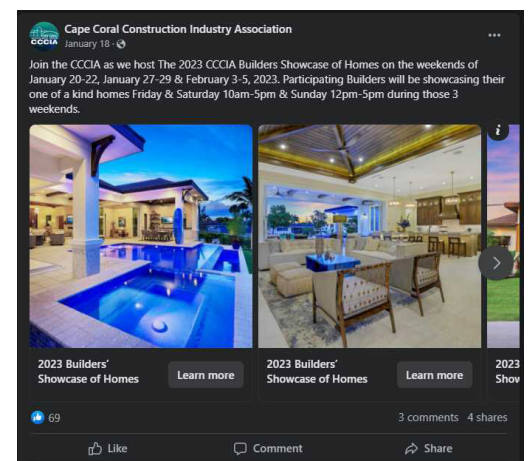
- CIRCULATION - 70,000 copies printed
- INSERTIONS - The News Press & The Breeze
- DISTRIBUTION SITES - 50+
- READERSHIP - 74,271 per issue

DIGITAL PRESENCE

- IMPRESSIONS - 2.2M+
- WEBSITE - 50K Annual Views
- PAGE VIEWS - 50K Annual Views
- GEOGRAPHIC LOCATION - USA Today network of sites, reaches many US states

SOCIAL MEDIA & EMAIL MARKETING

- IMPRESSIONS - 1.2M
- AD CLICKS - 450k



SPONSORSHIP OPPORTUNITIES

SOLD

TITLE SPONSOR – \$10,000

incrediblebankSM

- Logo and name recognition prominently featured on all advertisements including but not limited to: Website, Social Media, News-Press Newspaper, Cape Coral Breeze Newspaper. Example: "2025 Builders Showcase of Homes presented by [Title Sponsor]"
- Logo exclusively on the cover of the Builders Showcase of Homes magazine.
- Two-page spread/ad in the Builders Showcase of Homes magazine
- Name recognition during Radio Advertising (duration 2 weeks)
- Name and logo prominently featured on every model home sign in front of homes
- Name and logo prominently featured on Showcase of Homes wall in CCCIA office
- Yearlong branded exposure on website, social media and printed magazine
- Receive Title Sponsor Award at Dinner Event
- Sponsored table at Awards Dinner and speaker presentation spot
- 6 Tickets to the Builders Showcase of Homes Awards Ceremony

SOLD

PEOPLES CHOICE AWARD SPONSOR – \$6,000

VOTERS ENTER TO WIN PRIZE. SPONSORS COLLECT EMAILS AND LEAD INFORMATION.

- 2 month duration, 3 Email Blasts, 50,000 Targeted Display Impressions, 50,000 Targeted Paramount Impressions, and Social Marketing
- Digital Ad on Website, Contest Page, Email Opt-in to Build email lists, Facebook Like Button to Build Social Audience, Lead Generation Questions, Bounce Back Offer
- All leads provided to sponsor with contact information
- Sponsor Signage at all Model Homes
- Half page Magazine Ad
- Opportunity to present People's Choice Award at Dinner Event in March 2025
- Logo on Award
- Awards Dinner speaker presentation spot January 16th, 2025
- 3 Tickets to the Awards Ceremony



SOLD

LOCAL EXPERT SPOTLIGHT ON REALTOR.COM SPONSOR – \$5,000

- Local Expert Ad on Realtor.com will appear on the 4th and 10th tiles on 'Search Results Pages' on Realtor.com for City of Cape Coral
- 6-month duration
- Added exposure on Facebook and Instagram
- Sponsor Signage at all Model Homes
- Half page Magazine Ad
- Awards Dinner speaker presentation spot
- 2 Tickets to the Awards Ceremony

 **realtor.com**



SOLD

STREAMING TV/YOUTUBE SPONSOR – \$4,000

- 30 second video shown on streaming TV & Youtube
- 1 month duration, 60k+ Impressions
- Published on Showcase Website and CCCIA Social Media
- Half page Magazine Ad
- 2 Tickets to the Awards Ceremony



FEATURED CONTENT SPONSOR – \$3,000

(CABINETS, POOL, INTERIOR DESIGN, FLOORING, LIGHTING, LANDSCAPE, REALTOR)

- Full page full color advertorial w/photos in Showcase Magazine
- 1 month duration on News Press website & social media with 250,000+ Impressions
- Published on News Press Showcase Website and CCCIA Social Media
- Emailed to all Showcase attendees that register
- Printed poster at model homes
- 1 Ticket to the Awards Ceremony



FULL PAGE AD SPONSOR IN MAGAZINE – \$1,750

HALF PAGE AD SPONSOR IN MAGAZINE – \$875

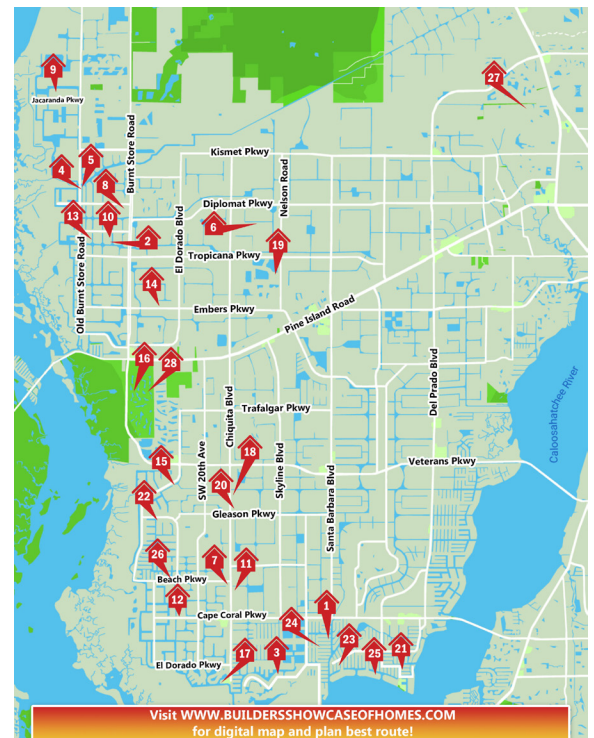
MODEL HOME ENTRY

SOLD Front Cover (3 available) includes ONE magazine full page ad	\$5,750
1st Model Entry Home entry - includes ONE magazine full page ad	\$3,250
2nd Model Entry Home entry - includes ONE magazine full page ad	\$3,000
3rd Model Entry Home entry - includes ONE magazine full page ad	\$2,750

(1) Official Entry Sign and (2) Arrow Signs included with entry

PREMIUM MAGAZINE PLACEMENT

Inside FRONT Cover	\$4,950
Inside BACK Cover	\$4,950
BACK Cover	\$6,000
SOLD CENTERFOLD Two (2) Pages in Center of Magazine	\$7,750



FRONT COVERS (3 AVAILABLE)

SPONSORSHIP & MODEL HOME CONTRACT

Visit www.buildersshowcaseofhomes.com

1. Contact Name _____
2. Company _____
3. Email _____
4. Phone _____

SPONSORSHIP OPPORTUNITIES

check ☒

SOLD	TITLE SPONSOR	\$10,000
SOLD	PEOPLES CHOICE AWARD SPONSOR	\$6,000
SOLD	LOCAL EXPERT SPOTLIGHT ON REALTOR.COM SPONSOR	\$5,000
SOLD	STREAMING TV/YOUTUBE SPONSOR	\$4,000
	FEATURED CONTENT SPONSOR	\$3,000
	FULL PAGE AD SPONSOR IN MAGAZINE	\$1,750
	HALF PAGE AD SPONSOR IN MAGAZINE	\$875

MODEL HOME ENTRY

check ☒

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PREMIUM MAGAZINE PLACEMENT

check ☒

	Inside FRONT Cover	\$4,950
	Inside BACK Cover	\$4,950
	BACK Cover	\$6,000
SOLD	CENTERFOLD Two (2) Pages in Center of Magazine	\$7,750

GRAND TOTAL:

Payment Information

☐ CHECK, MAIL TO CCCIA, 4720 SE 15th Ave, SUITE 120, CAPE CORAL, FL 33904

☐ CREDIT CARD # _____

NAME ON CARD _____

EXP DATE & SECURITY CODE _____ ZIP CODE _____

MODEL HOME ENTRY FORM

IMPORTANT DATES

Early Registration ends September 1st

Registration Deadline November 1st

Magazine Artwork/Images Due December 1st

Magazine Distribution January 10th

Model Home Judging January 10-11th

Awards Dinner January 16th

BUILDER INFORMATION

COMPANY NAME _____

CONTACT _____

PHONE _____

EMAIL _____

MODEL HOME INFORMATION

SUBMIT THE FOLLOWING ITEMS BY DECEMBER 1ST:

Hi-Res Elevation Picture or Rendering of Home, Floor Plan / Spec Sheet, Company Logo

1ST MODEL HOME ENTRY

Virtual model check here

☐

Model Name: _____

Model Address: _____

Bed _____ Bath _____ SF _____

Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR	INTERIOR DESIGNER	LANDSCAPE
Company:	Company:	Company:
Contact:	Contact:	Contact:
Email:	Email:	Email:
Phone:	Phone:	Phone:

AWARDS Categories:

check

☒

Category 1: Under \$250K	Category 6: \$451K - \$500K	Category 11: \$900K - \$1.0M
Category 2: \$251K - \$300K	Category 7: \$501K - \$600K	Category 12: \$1.01M - 1.49M
Category 3: \$301K - \$350K	Category 8: \$601K - \$700K	Category 13: \$1.5M - 2.0M
Category 4: \$351K - \$400K	Category 9: \$701K - \$800K	Category 14: \$2.0M - 2.5M
Category 5: \$401K - \$450K	Category 10: \$801K - \$900K	Category 15: \$2.5M & UP

Category Calculation:

A) Base Price: Cost of the Model " AS IS " with all the extras! Including Pool & Exterior Landscaping	B) Lot Cost & Lot Prep Fees, Impact Fees, Well & Septic (if applicable)	(A - B = C)
Price \$	Price \$	Price \$

2ND MODEL HOME ENTRY

Virtual model check here ☐

Model Name: _____

Model Address: _____

Bed _____ Bath _____ SF _____

Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR	INTERIOR DESIGNER	LANDSCAPE
Company:	Company:	Company:
Contact:	Contact:	Contact:
Email:	Email:	Email:
Phone:	Phone:	Phone:

AWARDS Categories:

check ☒

Category 1: Under \$250K	Category 6: \$451K – \$500K	Category 11: \$900K – \$1.0M
Category 2: \$251K – \$300K	Category 7: \$501K – \$600K	Category 12: \$1.01M – 1.49M
Category 3: \$301K – \$350K	Category 8: \$601K – \$700K	Category 13: \$1.5M – 2.0M
Category 4: \$351K – \$400K	Category 9: \$701K – \$800K	Category 14: \$2.0M – 2.5M
Category 5: \$401K – \$450K	Category 10: \$801K – \$900K	Category 15: \$2.5M & UP

Category Calculation:

A) Base Price: Cost of the Model " AS IS " with all the extras! Including Pool & Exterior Landscaping

B) Lot Cost & Lot Prep Fees, Impact Fees, Well & Septic (if applicable)

$$(A - B = C)$$

Price \$

Price \$

Price \$



3RD MODEL HOME ENTRY

Virtual model check here

Model Name: _____

Model Address: _____

Bed _____ Bath _____ SF _____

Please list partner organizations to qualify for Design Awards:

POOL CONTRACTOR	INTERIOR DESIGNER	LANDSCAPE
Company:	Company:	Company:
Contact:	Contact:	Contact:
Email:	Email:	Email:
Phone:	Phone:	Phone:

AWARDS Categories:

check ☒

Category 1: Under \$250K	Category 6: \$451K – \$500K	Category 11: \$900K – \$1.0M
Category 2: \$251K – \$300K	Category 7: \$501K – \$600K	Category 12: \$1.01M – 1.49M
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Category 5: \$401K – \$450K	Category 10: \$801K – \$900K	Category 15: \$2.5M & UP

Category Calculation:

A) Base Sales Price: Cost of the Model "AS IS" with all the extras! Including Pool & Exterior Landscaping	B) Lot Cost & Lot Prep Fees, Impact Fees, Well & Septic (if applicable)	(A – B = C)
Price \$	Price \$	Price \$



I WILL ABIDE BY THE RULES AND REGULATIONS AS SET FORTH BY THE CCCIA AND SPONSOR AS STATED BELOW:

- Entry form must be complete and submitted to the CCCIA by November 1st, 2024.
- Builder/Entrant MUST submit to the CCCIA prior to January 10th, 2025 a Temporary Certificate of Occupancy, Certificate of Occupancy or Private Provider Certificate of Completion, to be admissible for judging. If documents are not received by this date, the entry will not be judged, and Showcase signs will not be given to the Entrant.
- Judging will take place tentatively on January 10th-11th, 2025. The Entry must be complete and available for viewing. This is important. This is your chance to impress the judges. This year there will be a panel of judges looking for truly amazing features.

All decisions regarding rules applications, judging procedures and violations will be made by the CCCIA Board of Directors and/or Sub-Committees and are final and binding. Entry fees will NOT be refunded if participant does not meet requirements as determined by the CCCIA prior to the Showcase Publication being submitted for print. No refund will be made in the event Entrant has failed to fully comply with the CCCIA Showcase Rules and Regulations or voluntarily chooses to be removed from the Showcase once the CCCIA has committed to the printer to a specific number of pages for publication. At the discretion of the CCCIA, the entry can be replaced with another ad or entrant. The entry is placed in the Builders’ Showcase of Homes as a result of an original design and the Entrant represents it is the sole owner of such design and/or has exclusive rights, including copyright, in and to, the design as represented in the structure, plans, specifications and drawings for the model.

Entrant has not pledged, assigned, or encumbered his/her rights to the design and that such design does not violate copyright, property, or common law rights of others. Entrant releases and holds harmless the sponsors from any and all claims of third parties, including, but not limited to copyright infringement or conversion, which may be asserted as a result of the inclusion of the model in the Builders’ Showcase of Homes or the inclusion of drawings or floor plans of the model in any publication of the sponsors publicized or in conjunction with the Builders’ Showcase of Homes.

Builder/Entrant affirms and attests to having all reasonable and proper insurance in place during the time of the Builders’ Showcase of Homes. Builder further affirms and attests that he/she is a financially viable entity operating within the laws of the State of Florida. This Agreement sets forth the entire understanding of the parties and no verbal or written warranties or representations have been made or have been relied upon which do not appear in writing within this Agreement. Any legal action brought to enforce the terms, conditions, or covenants of this Agreement shall be brought only in a Florida State Court of competent subject matter jurisdiction in Lee County, Florida, and both parties expressly waive any right to venue in any county other than Lee County, Florida.

The CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors are released from liability and will not be responsible for any damage to models and/or their contents or persons in and about the participating model. I release the CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors from all liability of any nature, whether or not due to the neglect or fault, in whole or in part, of said entity or persons themselves. I will protect, indemnify, and hold harmless the CCCIA, its Board of Directors, Officers, Agents, Employees, and Sponsors from and against any liability, loss, claim, or damage sustained by said parties as a result of injury to any persons or property caused, in whole, or in part, by any neglect or default whatsoever.

Authorized Agent (Printed) _____

Authorized Agent (Signature) _____

Date _____



Koogler
HOMES Inc.
Where Superb is Standard.



CONTACT US



4720 SOUTHEAST 15TH AVE, SUITE 120
CAPE CORAL, FL 33904



239-772-0027



INFO@CCCIA.ORG



WWW.BUILDERSSHOWCASEOFHOMES.COM